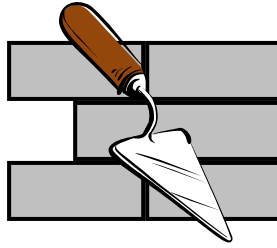


## ROYCE MASONRY

PHOENIX  
(602) 256-0006

TUCSON  
(520) 294-2607

[www.roycemasonry.com](http://www.roycemasonry.com)



# ROYCE MASONRY NEWSLETTER

Quarterly Issue

October 2010

### Inside this issue:

AMG Banquet 2

Royce Maintains High Standards 2

Royce Projects 3

*"Energy and persistence conquer all things."*

*Benjamin Franklin*

## PROTO-II™ WALLS REMAIN INTACT AND UNDAMAGED IN EXTREME CONDITIONS!

The Proto-II™ masonry wall in the top two photos is an 8' high wall consisting of 6" wide and 4" wide CMU block. When the basement was excavated for this new home, they dug too close to the masonry wall and the dirt collapsed under the wall footings. This Proto-II™ Wall remained standing, suspended in midair, for over a week until a track hoe had to be used to remove it. Incredibly, this has happened quite a few times with the Proto-II™ Walls and basement excavations.

In the bottom photo, a severe desert wind storm completely eroded the earth underneath the footings of this Proto-II™ Wall. Not only did the Proto-II™ Wall and footings remain intact and undamaged, the wall was able to bear the weight of a man standing on top of it!

With any typical masonry fences, these undermined wall footings would unquestionably cause a

collapse of the walls. Why does the Proto-II™ Wall stand where other walls would fail? Other masonry fences rely on reinforced concrete for support, which leaves the non-reinforced areas weaker and vulnerable.

The Proto-II™ Wall uses post tension engineering. High strength steel tension rods are connected to steel in the footing. The rods are tightened to specific torque requirements resulting in a compressive force distributed throughout the wall. The post tensioned force holds the wall intact and prevents it from failing, even in extreme conditions.

The Proto-II™ Wall was not designed with these extraordinary situations in mind. The fact that these Proto-II™ Walls remained standing and undamaged under these conditions is just an incredible reminder of how exceptionally strong, durable and failure resistant the Proto-II™ Wall system actually is.



"This 8' high Proto-II™ wall remains suspended in midair after a basement excavation."



"This Proto-II™ Wall remained intact and undamaged after severe wind erosion."



*"Royce Masonry was proud to support this event as a Bronze Trowel Sponsor."*

## ROYCE SUPPORTS AMG'S MASONRY AWARDS BANQUET

The Arizona Masonry Guild's Nineteenth Annual Excellence in Masonry Architectural Awards Banquet was held on Friday, October 15, 2010 at the Scottsdale Resort and Conference Center.

The event included a silent auction and a live auction, followed by the banquet and awards ceremony.

Outstanding masonry projects featuring brick, block, and stone were recognized for design, workmanship and creativity.

The Gold Trowel Award was presented to the Musical Instrument Museum as the most exceptional project.

The Bart Del Duca Award was presented to Terry Rathbun of Sun Valley Masonry for notable and outstanding performance, service and achievement in the masonry industry.

Debby & Chuck Merritt of Royce Masonry attended the banquet and Royce was proud to support this event as a Bronze Trowel Sponsor.



*"Royce has invested in new employees and purchased additional vehicles and equipment."*

## ROYCE MAINTAINS HIGH STANDARDS IN TOUGH MARKET

Recent economic reports assert that homebuilding has been in a gradual recovery in 2010 and will continue this gradual recovery throughout 2011. Although we may be in recovery, the homebuilding market in Arizona continues to suffer severe economic pressure.

During this period Royce Masonry has made commitments to our customers to provide competitive prices, high quality standards and exceptional customer service. While many companies have made quality and service

reductions as they struggled to survive, Royce has invested in new employees, including masons, laborers, managers and support staff. Royce has also purchased additional vehicles and equipment and will soon be expanding our facilities.

We have been gratified to see our business grow during this difficult time. Many builders have recognized the value of doing business with a company that offers extremely competitive pricing while maintaining the resources to provide high levels of quality and service.

## ROYCE MASONRY PROJECT HIGHLIGHTS



DR Horton Homes "Country Place"  
4" Proto-III™ View Wall  
Phoenix, AZ



KB Home "Sycamore Vista"  
4" Proto-III™ Interior Fence  
Tucson, AZ



Meritage Homes "Mirabel Village"  
6" Proto-III™ View Wall  
Scottsdale, AZ



Mesquite Homes "The Mesquites at Pantano"  
6" Proto-III™ Theme Wall  
Tucson, AZ

**ROYCE MASONRY**

**Phoenix Office**

P.O. Box 729

Glendale, AZ 85311

Phone: (602) 256-0006

Fax: (602) 435-2030

Email:

[info@roycemasonry.com](mailto:info@roycemasonry.com)

**Tucson Office**

P.O. Box 12653

Tucson, AZ 85732

Phone: (520) 294-2607

Fax: (520) 294-2616

Email:

[roycemasonry@roycemasonry.com](mailto:roycemasonry@roycemasonry.com)

**We're on the Web!**  
[www.roycemasonry.com](http://www.roycemasonry.com)

# **ROYCE MASONRY**

Royce Masonry is a leading masonry company with a fifty year history in Arizona. We serve Phoenix and Tucson area homebuilders, developers, commercial contractors and homeowners.

Royce offers a complete spectrum of masonry products including: masonry perimeter walls, interior masonry fencing, retaining walls, commercial masonry, veneer, pavers and more! We are also the only Arizona contractor that offers the patented Proto II™ Wall System for masonry fencing and retaining walls.

Royce Masonry prides itself on being an industry leader, from innovative and patented products to unique and superior services.

